

Chapter 2

Revitalization Strategies

Revitalization Strategies

The *Northside Village Economic Revitalization Plan* addresses issues expressed by the community during a visioning workshop and later prioritized by the Steering Committee (see Appendix D). These priorities serve as a framework for a set of revitalization strategies focusing on land use, transportation, community character, community services and infrastructure, economic development, housing and historic preservation. Though the strategies have been categorized, they are not mutually exclusive. For example, neighborhood friendly business development will rely not only on economic incentives and marketing, but a strong residential foundation, excellent transit service, unique community character, sound infrastructure and pedestrian amenities.

The strategies described in this chapter suggest a variety of interventions needed to fully revitalize the Northside Village. Many of these focus on more effective enforcement of city codes and regulations and basic neighborhood improvements. Others describe more targeted approaches to revitalization and are explained in greater detail in subsequent chapters including:

Chapter 3: Implementation
Chapter 4: Economic Development Nodes
Chapter 5: Urban Design Guidelines
Chapter 6: Historic Preservation
Appendix

Addressed independently, the strategies and actions described here will help improve the neighborhood but will not bring about the magnitude of change required to fully revitalize the Northside Village. Instead, successful implementation of the plan will require a coordinated effort among community organizations and public agencies and should be based on a foundation of three basic implementation principles as described in Chapter 3:

Implementation:

1) Partnership Building; 2) Marketing and Outreach; and 3) Leveraging Public and Private Resources.

1. Land Use Strategies

Land Use Priorities

- ✓ Neighborhood-scale commercial on major roads
- ✓ Single-family residential
- ✓ Parks
- ✓ Community oriented facilities

General Objectives

- Transition industrial establishments in residential areas to diverse, residential friendly uses
- Discourage the development, or retention of industrial establishments within the community
- Redevelop with potential of a future light rail line in mind
- Improve the community's parks
- Develop linear parks

The Northside reflects a fairly clear land use pattern comparable to other older communities in Houston. The area is mostly residential, with larger commercial and institutional establishments concentrated along the major thoroughfares and collectors. Numerous smaller commercial uses, as well as, community facilities are located within residential areas (for example, corner stores and churches) and readily accessed by pedestrians. Industrial uses within residential areas, however, negatively affect neighborhood integrity, creating nuisances and environmental impacts. Efforts that support the transition of these properties into more compatible uses, such as housing and community facilities, are needed.

Commercial corridors, in general, should be improved as the community's "main streets", concentrating a wide variety of neighborhood-scale establishments along pedestrian-friendly corridors. The redevelopment of the bayous, the improvement of key parks and the construction of new community facilities will enhance the character of the Northside as a family-oriented and tranquil residential area with quality amenities and services.

Strategy 1A: Redevelop industrial and semi-industrial properties as single-family residential, neighborhood oriented commercial and community facilities. Where possible, develop mixed-use complexes that integrate with transit.

Actions

- Identify industrial parcels that are located in areas suitable for residential use.

Time Frame: Short Term

- Work with community development corporations to assess the feasibility of redeveloping selected parcels as single-family residential and/or other neighborhood oriented uses.

Time Frame: Mid Term

- Research federal funding opportunities for environmental assessment and clean up of potential brownfields.

Time Frame: Short Term

- Work with City to develop incentives to encourage industrial uses to relocate outside the Northside Village.

Time Frame: Long Term

- Market potential sites to development community.

Time Frame: Long Term

Strategy 1B: Encourage multi-family and townhouse development to locate along commercial corridors.

Actions:

- Work with developers to integrate mid-density housing development into commercial corridors.

Time Frame: Mid Term

- Work with the Mayor and City Council to create incentives for locating mid-density housing along commercial corridors.

Time Frame: Mid Term

Strategy 1C: Improve community parks.

Actions:

- Work with the City's Parks and Recreation Department to draft a plan for Hogg Park with community input. Improvements should include expanding the park using existing vacant/undeveloped land, some of which is tax delinquent. Include appropriate improvements in annual CIP and pursue federal funding through the Urban Park Program (US Department of Interior).

Time Frame: Short Term

- Work with the City's Parks and Recreation Department to review and update the City's plan for Irvington Park with community input. Pursue appropriate improvements in annual CIP (Capital Improvement Plan) and pursue federal funding through the Urban Park Program (US Department of Interior).

Time Frame: Mid Term

- Work with the City's Parks and Recreation Department to review and update the City's plan for Moody Park with community input. Improvements should focus on the parks edges including fencing and landscaping along

Fulton Street. Pursue appropriate improvements in annual CIP and pursue federal funding through the Urban Park Program (US Department of Interior).

Time Frame: Mid Term

- Work with the City's Parks and Recreation Department, Public Works and Engineering's Bikeways Coordinator and with Harris County to create a linear park with a bikeway along Little White Oak Bayou that connects the Bayou with redevelopment nodes, potential light rail stations, and Moody Park. Pursue partnerships and funding for this implementation project from the annual CIP, Harris County CIP, and Federal trails and bikeways programs.

Time Frame: Mid Term

- Work with the City's Parks and Recreation Department and Bikeways Coordinator to create linear parks and bikeways throughout the neighborhood that connect important destinations within the community.

Time Frame: Mid Term

Strategy 1D: Develop Additional Community Facilities

Actions:

- Work with the Northside Management District, the City and HISD to program and fund the re-use of Lee Elementary School facilities as a community (multi-service) center. Integrate the center in to an improved Hogg Park and an adjacent linear park (see Redevelopment Node 4 as described in Chapter 4: *Economic Development Nodes*).

Time Frame: Mid Term

2. Transportation Strategies

Transportation Priorities

- ✓ Light Rail through Northside Village
- ✓ Connections to Downtown
- ✓ Internal mobility

General Objectives

- Improve the community's transit facilities and services
- Improve the connectivity of the community to Downtown and other adjoining areas
- Improve the community's pedestrian infrastructure
- Improve the community's bikeway network

Northside residents rely heavily on transit for travel within the community as well as to outside destinations. To enhance the transit experience for current users and attract additional transit riders, amenities such as bus shelters and lighting should be improved. A light rail line extending north from Downtown along Main Street to Fulton and Irvington Streets would also fit a community need. While providing a more definitive connection to Downtown, a light rail line would also provide a stimulus for neighborhood oriented, mixed-use development along the Main Street and Fulton/Irvington corridors. To achieve this, alignment of the light rail line and the placement of stations should occur at points with the greatest potential for pedestrian/commercial activity, such as the intersection of Quitman and Fulton Street.

Northside Village residents also depend on pedestrian and bicycle connections to move within their community. To enhance these connections and encourage additional pedestrian and bicycle activity, efforts should be made to improve the sidewalk network, provide highly visible and safe pedestrian street crossings, and provide bicycle paths. Bikeways connecting Northside neighborhoods and important community facilities should be

created. Movement within the community might also be enhanced by implementing an internal circulator to provide access to neighborhood destinations such as Moody Park, Carnegie Library and the YMCA.

Strategy 2A: Improve transit system infrastructure and services.**Actions:**

- Work with METRO to procure additional shelters, wastebaskets and benches for key bus stops.

Time Frame: Short Term

- Encourage METRO to include bike racks on buses.

Time Frame: Short Term

- Gather data in support of METRO providing an internal circulator such as trolleys or jitneys for short trips within the neighborhood.

Time Frame: Short Term

Strategy 2B: Use light rail to improve transit and to attract economic development.**Actions:**

- Participate extensively in METRO's North Corridor Study to influence any decisions regarding an extension of the Main St. light rail line through the Northside Village.

Time Frame: Short Term

- Gather data in support of a decision by METRO to extend a light rail line along Fulton/Irvington between Hays Rd. and Cavalcade Blvd. as a way of enhancing this important commercial and community corridor. Data should include potential transit ridership numbers, economic impacts, potential impacts on traffic circulation, environmental and social issues and project costs. Potential partners include

the Northside Redevelopment Center, the City of Houston Planning and Development Department and METRO.

Time Frame: Short to Mid Term

- Meet with METRO and North Corridor Study consultant team to discuss potential light rail alignments north of Cavalcade Blvd. and south of Hays Rd. and make known the Northside Village's goal to maximize economic development opportunities along major corridors.

Time Frame: Short Term

Strategy 2C: Improve the pedestrian network**Actions:**

- Work with the City to incorporate sidewalk improvements in the annual CIP.

Time Frame: Mid Term

- Widen sidewalks at key development nodes such as the Quitman/Fulton and Cavalcade/Irvington intersections to accommodate greater numbers of pedestrians and improve safety.

Time Frame: Mid Term

- Improve pedestrian crossings throughout the community, especially at key development nodes by using distinctive materials in the roadway or by clearly marking crosswalks with white paint.

Time Frame: Short to Mid Term

- Use landscaping wherever possible and encourage businesses to construct canopies or arcades to shade pedestrian walkways. (see also Community Character Strategies)

Time Frame: Mid Term

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- Improve lighting along pedestrian paths to encourage activity during evening hours.

Time Frame: Mid Term

- Provide attractive amenities such as benches, waste baskets and signs to enhance the pedestrian experience.

Time Frame: Mid Term

Strategy 2D: Create bikeways throughout the community (see also Land Use Strategies).

Actions:

- Create bikeways on streets and esplanades throughout the community to connect Northside Village neighborhoods to each other and to important community destinations.

Time Frame: Short Term

- Create bike paths along Little White Oak Bayou as a recreational amenity and to improve connections between the Northside Village and outside destinations, such as Downtown and the Heights.

Time Frame: Mid Term

3. Community Character Strategies

Community Character Priorities

- ✓ Code enforcement
- ✓ Commercial corridor beautification
- ✓ Northside Village Market Plaza
- ✓ Clean Neighborhood Program

General Objectives

- Reinforce the single-family housing character of the community's neighborhoods (see also Housing Strategies)

- Create a stronger community identity
- Create a more beautiful Northside Village
- Develop attractive gathering places for residents of all ages

Housing density, building setbacks, type of commercial establishments, street and sidewalk widths and landscaping help define a community's character. In turn, character plays a role in the types of new developments that are attracted to an area. The Northside Village's strong single-family, small town character is a wonderful asset that has been compromised on the edges, along some commercial corridors and in a few inner residential areas where deteriorating housing structures and lower property values have encouraged light industrial and alcohol related uses. Design guidelines that encourage neighborhood friendly development are an excellent tool for expressing the Northside Village's character to homeowners, local entrepreneurs and potential developers. In fact, with incentives for adhering to them, such guidelines can be used to entice higher quality development to the neighborhood.

Well maintained landscaping along commercial corridors will also assist in creating an improved identity for the community and can make the Northside a welcoming and memorable destination for visitors.

Strategy 3A: Improve the visual appearance of commercial corridors and residential areas with a specific focus on North Main Street between IH 10 and Boundary Street, Fulton and Irvington Streets between Quitman and Cavalcade and Quitman Street between North Main and Chapman.

Actions:

- Strengthen enforcement of building and neighborhood protection codes to encourage better maintenance of lots and structures.

Time Frame: Short Term

- Work with the Mayor and City Council to implement performance standards to discourage or buffer incompatible land uses.

Time Frame: Short Term

- Work with Mayor, City Council and the Department of Housing and Community Development to set aside Community Development Block Grant funds for façade improvements.

Time Frame: Short Term

- Enhance landscaping on commercial corridors using a variety of drought resistant trees, shrubs and perennials.

Time Frame: Short Term

- Develop a plan and funding strategy to maintain landscaping and enhancements in the public right-of-way along commercial corridors.

Time Frame: Short Term

- Create a comprehensive and proactive “Clean Neighborhood” program to identify and monitor ongoing issues of illegal dumping on vacant lots and ditches, abandoned cars and buildings, litter, and to enhance efforts of the Public Works and Engineering Department’s Neighborhood Protection Team.

Time Frame: Short Term

Strategy 3B: Establish design guidelines for commercial corridors as detailed in Chapter 5.

Actions:

- Use a three-dimensional, computer model of Fulton and Irvington Streets as a marketing tool in order to educate residents, business owners and developers on the

guidelines and how they will positively impact the community.

Time Frame: Short Term

- Meet with owners of parcels with significant development or redevelopment potential to explain design guidelines.

Time Frame: Short Term

- Encourage design practices that support public safety by incorporating CPTED (Community Protection Through Environmental Design) guidelines in public and private developments whenever possible.

Time Frame: Short-Mid Term

Strategy 3C: Strengthen the community’s identity.

Actions:

- Create gateways at key entry points to the community based on community established design guidelines. Potential gateway areas include: Main Street at IH 45; Irvington Street at Loop 610, Cavalcade at Hardy Toll Road; Fulton at Loop 610; Cavalcade at IH 45; Patton Street at IH 45; Collingsworth at Hardy/ Elysian; Quitman at Hardy/ Elysian; Lorraine at Hardy/Elysian; Quitman at IH 45; Hogan at IH 45; and Main Street at IH 10.

Time Frame: Mid Term

Strategy 3D: Concentrate commercial development at two or three economic development nodes to serve as community gathering places and redevelop underutilized or incompatible parcels. (See Chapter 4 for details)

Actions:

- Analyze feasibility of a mix of retail, restaurants, entertainment around a public square with fountains, seating, public art, etc. Potential locations include: Patton

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and Irvington; Fulton and Irvington; and Fulton and Luzon.

Time Frame: Mid-Long Term

- Support a light rail alignment in Northside with station locations that would be supportive of transit oriented mixed-use developments.

Time Frame: Long Term

4. Community Services and Infrastructure Strategies

Community Services and Infrastructure Priorities

- ✓ Neighborhood infrastructure program (to keep track of service and maintenance needs)
- ✓ “Safe Streets” initiative
- ✓ Educational programs for area schools
- ✓ Multi-service center

General Objectives

- Safe, efficient roadways and sidewalks
- Effective storm drainage system
- Enhance community safety
- Create top quality educational programs
- Provide more community-recreation/educational facilities

Comprehensive community services and a functioning infrastructure system are important assets in any neighborhood. Low crime, good schools, well maintained roads, a functioning storm drainage system and effective utilities are key to attracting residents and businesses. The Northside Village needs to strengthen and enhance the variety of existing services available to the community. As infrastructure improvements are costly and may take years to implement, the Northside Village must be proactive in identifying and prioritizing infrastructure needs.

Strategy 4A: Improve community safety and the image of safe neighborhoods and commercial corridors by enhancing existing resources such as Police Storefronts, after school programs, community outreach and CPTED (Crime Prevention Through Environmental Design).

Actions:

- Increase the visibility of police storefronts by improving signage and providing public education.

Time Frame: Short Term

- Emphasize low crime rate in Northside compared to other areas of the city using flyers, newsletters, email notices, etc. and in other marketing pieces aimed at potential developers, homebuyers and entrepreneurs.

Time Frame: Short Term

- Work with City, HISD, and local service organizations to strengthen after school programs for area youth.

Time Frame: Short Term

Strategy 4B: Ensure that roadways are well maintained.

Actions:

- Inventory and prioritize roadway needs and incorporate into Super Neighborhood Action Plan (SNAP) each year.

Time Frame: Short Term

- Work with the Northside Management District to support improvements in Northside Village commercial corridors.

Time Frame: Mid to Long Term

Strategy 4C: Maintain efficient and effective storm drainage system.

Actions:

- Inventory and prioritize storm drainage needs and

incorporate into Super Neighborhood Action Plan (SNAP) each year.

Time Frame: Short Term

- Work with the Maintenance and Right-of-Way Division of Public Works and Engineering Department to maintain drainage.

Time Frame: Short Term

Strategy 4D: Ensure that utilities are well maintained and have adequate capacity to serve new or expanded development.

Actions:

- Inventory and prioritize utilities needs and incorporate into Super Neighborhood Action Plan (SNAP) each year.

Time Frame: Short Term

- Work with the Public Utilities Division of the Department of Public Works and Engineering to ensure that the system is adequate to serve new or expanded development.

Time Frame: Mid to Long Term

Strategy 4E: Increase the quality of educational programs in neighborhood schools.

Actions:

- Encourage HISD to establish Vanguard and Magnet programs in elementary, middle and high schools.

Time Frame: Short Term

- Support the development of additional Head Start Programs.

Time Frame: Short Term

Strategy 4F: Create vibrant community gathering places.

Actions:

- Multi-Service Center (see Land Use Strategies, #4)

Time Frame: Short Term

5. Economic Development Strategies

Economic Development Priorities

√ Business Development Program

√ Job Training Center

General Objectives

- Bring a wider range of neighborhood-scale businesses to the community
- Make Northside a shopping and restaurant destination
- Educate Northside Village residents to improve their “employability”

Three economic development catalysts are proposed for the Northside Village: Televillage, First Human Capital Initiative and Micro and Small Business Initiative. These programs enhance the skills of the neighborhood’s workforce, provide resources such as computers and assist individuals in establishing small businesses (see Chapter 3: *Implementation* for descriptions of each). These programs, which have been successfully implemented in other cities, can be enhanced by a number of economic development programs already available in the City of Houston. Most offer direct technical and financial incentives to businesses, but many provide benefits to the community such as job training, employment through job creation and preservation of historic buildings. The Northside Village should implement these catalysts and take advantage of existing programs while implementing a few key marketing strategies to attract businesses and others to the area.

Strategy 5A: Improve retail corridors by enhancing existing business establishments and attracting neighborhood friendly,

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new commercial, office and entertainment to the corridors. Encourage a variety of establishments and small-scale development.

Actions:

- Create a small business initiative that assists small businesses to expand their market areas into neighboring communities, find affordable facilities and improve services (see Chapter 4: *Economic Development Node Plans* for more details).

Time Frame: Short Term

Priority: High

- Use data from Social Compact Inc.'s *Houston Neighborhood Market Drill Down* to convince prospective investors that the Northside Village is capable of sustaining a variety of neighborhood scale establishments (see Chapter 3: *Implementation* for more details).

Time Frame: Short Term

Priority: High

Strategy 5B: Take advantage of existing economic incentives offered by the City, State and Federal Government.

Actions:

- Research the possibility of creating a Tax Increment Reinvestment Zone encompassing the Hardy Rail Yard to improve infrastructure and enhance amenities of commercial corridors.

Time Frame: Short Term

- Create an information clearinghouse of economic incentives available to businesses in the Northside Village. These include Enhanced Enterprise Community incentives, economic development and brownfields tax abatements, residential tax abatements and other incentives associated with the area's designation as a State

Enterprise Zone.

Time Frame: Short Term

- Identify grants, loans and revolving funds available from non-profit historic preservation organizations. Through these organizations, resources are available to develop historic district guidelines, analyze the feasibility of projects and marketing historic areas and structures.

Time Frame: Short Term

Strategy 5C: Attract potential customers from outside the area.

Actions:

- Create a brochure and video to market the Northside Village as an excellent place to live, enjoy restaurants and do business.

Time Frame: Short Term

- Create a web page describing Northside Village attractions, retail outlets and restaurants.

Time Frame: Short Term

Strategy 5D: Enhance job training and employment assistance services to community residents.

Actions:

- Initiate a program to provide educational and employment services to day laborers as described in Chapter 4: *Economic Development Nodes: First Human Capital*.

Time Frame: Short Term

- Work with University of Houston Downtown and Houston Community College to establish a job training and assistance center with computer facilities.

Time Frame: Short Term

- Create a Northside Televillage, as described in Chapter 4 of this report, to provide a wide range of educational opportunities, job training, internet services and meeting space to community residents at one location convenient to transit.

Time Frame: Short Term

6. Housing Strategies

Housing Priorities

- ✓ Quality infill and other housing programs

General Objectives

- Preserve the single-family housing character of the community
- Improve housing conditions
- Meet the diverse housing needs of the community
- Maintain affordability of the community's housing units
- Avoid displacement of current population

The Northside Village has an attractive and affordable housing stock. Partly rental, partly owner-occupied, this housing consists mostly of single-family homes. The majority of units are old and in some areas in critical need of improvement. Strategies are aimed at improving the overall housing conditions and meeting the needs of a diverse population including senior citizens and others who cannot afford existing single-family units. With average household income around \$23,000, subsidies may be needed if quality housing is to be affordable and displacement of current residents is to be avoided.

Single-family housing is the likeliest form of affordable housing development in this neighborhood due to the number of small undeveloped parcels scattered throughout the community. Few are large enough to support multi-family development, which

should take place near the edges of the community and along commercial corridors.

Residential property owners should have access to home improvement loans to encourage housing code compliance, particularly for rental housing. Strategies should be aimed at improving housing conditions and housing choice within the community while minimizing the displacement of current residents and an increase in housing and land costs.

Strategy 6A: Establish Urban Design Guidelines for residential properties (see guidelines described in Chapter 5: *Urban Design Guidelines*).

Actions:

- Educate Northside Village residents and housing developers on residential design guidelines through individual civic clubs, Avenue CDC and Northside Redevelopment Center.

Time Frame: Short Term

- Work with the City to develop incentives for compliance with residential design guidelines.

Time Frame: Medium Term

- Incorporate design guidelines into residential deed restrictions where appropriate.

Time Frame: Medium Term

Strategy 6B: Increase homeownership

Actions:

- Work closely with Avenue CDC and other non-profit agencies to offer quality and affordable single-family housing to current residents. Promote construction of single-family units on vacant lots (infill) and pursue a plan to transfer tax delinquent properties to these housing

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agencies.

Time Frame: Mid Term

- Entice developers to construct quality single-family housing in a variety of price ranges to attract new homeowners to the Northside.

Time Frame: Mid Term

Strategy 6C: Provide quality rental opportunities in a variety of price ranges.

Actions:

- Improve the condition of rental housing stock through more effective code enforcement.

Time Frame: Short Term

- Partner with non-profit housing agencies to investigate the possibility of constructing small-scale multi-family structures (4-8 units) on appropriate infill properties.

Time Frame: Short Term

- Partner with Avenue CDC to build new mixed-income apartment complexes on main corridors (see appendix for case study).

Time Frame: Mid Term

Strategy 6D: Assist homeowners, landlords and tenants with rehabilitation of dilapidated and dangerous units.

Actions:

- Encourage local banks to increase home improvement loan opportunities.

Time Frame: Short Term

- Create a program that relies on donated supplies and volunteer labor to help low-income families and senior citizens make needed repairs to their homes.

Time Frame: Short Term

Strategy 6E: Increase housing options for senior citizens

Actions:

- Work with community development corporations to offer rental units with assisted living services within walking distance of neighborhood amenities and services such as parks, restaurants, retail establishments and transit stops.

Time Frame: Mid Term

7. HISTORIC PRESERVATION STRATEGIES

Historic Preservation Priorities

√ Preserve the community's history

General Objectives

- Preserve existing single-family bungalows
- Preserve historic commercial property
- Create an identity for the area as an historic community

The Northside Village's rich history is an asset that can play a key role in the area's revitalization. A comprehensive approach that identifies and designates historic districts, as well as, individual structures throughout the area can enhance the community's identity, link it to adjacent historic areas in the Heights, Sixth Ward and Downtown and trigger neighborhood revitalization. Public and nonprofit organizations have a variety of tools that can help preserve such historic resources offering financial, technical and administrative support for projects (see Chapter 6: *Historic Preservation* for more details).

Strategy 7: Preserve historic housing stock and commercial structures .

Actions:

- Conduct an in-depth cultural and historic resources

survey to identify significant residential and commercial structures.

Time Frame: Mid Term

- Obtain National Historic designation for qualifying residential areas as National historic district(s) so that property owners can take advantage of Historic Site Tax Exemptions and other historic preservation incentives (see Historic District 1 as described in Chapter 6: *Historic Preservation*).

Time Frame: Mid Term

- Obtain local historic designation for qualifying residential areas as local historic district(s) to preserve historic resources.

Time Frame: Mid Term

- Nominate qualifying residential structures to the National Register of Historic Places.

Time Frame: Mid Term

8. IMPLEMENTATION STRATEGIES

Objectives

- Strong, lasting momentum for implementation
- Community wide participation in revitalization activities

Implementing the *Northside Village Economic Revitalization Plan* will take time, coordination and dedication. Already, some of the strategies mentioned in this chapter are being implemented. Formal recognition of the Plan by City Council and extensive public outreach will help maintain this momentum. Many of these opportunities will build upon the numerous programs and activities already present in the community. These include the Northside Redevelopment Center, Weed and Seed Program, Enhanced

Enterprise Community Program and HPD storefronts, among many others. Community stakeholders should take advantage of these existing resources and assure success by focusing on building partnerships, marketing to specific audiences and adopting a strategic approach to funding.

Strategy 8A: Encourage formal recognition and endorsement of the Plan by the Mayor and City Council.

Actions:

- Work with District H Council Member to bring the Plan before the Mayor and City Council.

Time Frame: Short Term

Strategy 8B: Build partnerships among organizations/institutions in the community to maximize resources and present a unified voice when seeking financial assistance or public services. (See Chapter 3: *Implementation* for more details.)

Actions:

- Create long-term partnerships with local organizations to facilitate ideas such as the Health and Medical Corridor (see Chapter 3: *Implementation* for details).

Time Frame: Short Term

- Identify opportunities for short-term partnerships to tackle specific, short-term projects.

Time Frame: On-going

Strategy 8C: Employ a variety of marketing strategies to attract new businesses, housing developers and residents to the community. (See Chapter 3: *Implementation* for details.)

Actions:

- Focus marketing tools on a variety of audiences including Northside Village residents as described in Chapter 3.

Time Frame: Short Term

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- Take advantage of existing publications such as civic association newsletters, Avenue CDC newsletters or web site.

Time Frame: Short Term

- Solicit ideas from the community for a neighborhood logo.

Time Frame: Short Term

Strategy 8D: Take advantage of a wide range of financing opportunities available from the public, private and non-profit sectors (see Chapter 3: *Implementation* for details).

Actions:

- Leverage existing programs and investments whenever possible.

Time Frame: On-going

- Increase grant opportunities by identifying local non-profit organizations with 501c3 status (IRS) as potential “pass-through” organizations.

Time Frame: Short Term

- Encourage local community development corporations to seek loan opportunities through the Federal Reserve and the Federal Home Loan Bank regarding the Community Reinvestment Act.

Time Frame: Mid Term

- Research funding opportunities described in Chapter 3: *Implementation*.

Time Frame: Mid Term

- Identify portions of the Plan that overlap with the mission and goals of the Greater Northside Management District

and work with the District to leverage funding opportunities for implementing these measures.

Time Frame: Mid Term

- Make infrastructure improvements identified in the Plan a priority in the City of Houston’s Capital Improvement Program. The Northside Village Super Neighborhood Council might accomplish this by including infrastructure improvements identified in this Plan into the annual SNAP (Super Neighborhood Action Plan).

Time Frame: Short Term

- Make use of the City of Houston Planning and Development Department’s *CBO Toolbox* and Neighborhood Technical Assistance Center to identify grant opportunities and programs available for community improvements.

Time Frame: Short Term